

Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, and Yolo Counties



REGIONAL LEAD AGENCIES

California Project LEAN

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5 a Day-Power Play! Campaign

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CALIFORNIA RURAL INDIAN HEALTH BOARD, INC. (CRIHB)*LIA—Indian Tribal Organization Channel***Stacey Kennedy, MS, RD**

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Local Share:**\$271,834****State Share:****\$135,917****Year First Funded:****FFY 1998**Target Audience

- Ages: PreKindergarten; Grades 1-4, 8-12; Young Adults; Adults; Seniors
- Ethnicities: Native American (90%); Caucasian (10%)
- Language: English

Settings

Community Center; Clinic; Day Care, Indian Ed. Center Head Start

Partners

Indian Education Centers; Head Start

Description

CRIHB participates in the *California Nutrition Network* Incentive Awards Program on behalf of two CRIHB member health programs, Sonoma County Indian Health Project, Inc., and Toiyabe Indian Project in Mono County. CRIHB acts as the lead agency for this project.

The nutrition activities for fiscal year 2002/03 will focus on a number of areas to include diabetes prevention, obesity prevention, physical activity promotion, as well as overall healthy lifestyle education. This year's activities will provide an opportunity to conduct a feasibility study on the capability and necessity of creating a Native American Nutrition Coalition (task force). These proposed activities would include conducting focus groups as well presentations to community leaders and tribal health boards.

COMMUNITY SERVICES PLANNING COUNCIL SACRAMENTO HUNGER COMMISSION*Food Security Special Project***Peggy Roark**

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Grant Amount:**\$41,963****Year First Funded:****FFY 2000**Target Audience

- Ages: Grades 5-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Farsi-speaking population
- Language: Spanish, English

Settings

Community Center; CBO; transitional housing

Partners

Parks and Recreation; University of California Cooperative Extension; Local Department of Social Services; WIC; Other CBOs

Description

The overall goal of this third year food security project is to empower community residents by increasing their level of awareness and knowledge of healthy eating and opportunities to enhance their access to nutritious food.

Through the use of trained and well supervised federally funded VISTA volunteers, the involvement of the area WIC office, and use of the new Stone Soup community garden, the project has targeted approximately 3,500 primarily Latino, African American, Russian and Southeast Asian low-income residents in neighborhoods in North Sacramento/Del Paso Heights to address this goal supported by a total of six action-oriented objectives. The project is publishing a quarterly community food newsletter and distributing it through at least ten CBOs and churches and fifteen local businesses and apartment complexes. One of the goals of the newsletter is to encourage at least 25 percent of the content to come from the community including letters to the editor, recipes, ideas, and stories about food-related issues and activities.

In addition, the project is focusing on another part of Sacramento, the Avondale/Glen Elder area with the recruitment and involvement of youth and adult residents to provide nutrition education workshops through the use of the project's revised and expanded Facilitator's Manual and Resource Kit and a collaboration with a new youth-based "Weed and Seed" community garden. A small-scale community food assessment study is planned for targeted neighborhood as a prelude to documenting the availability of healthy food outlets in the area and the possible need for more local resources. The project is also utilizing the popular "Hunger 101" exercise with low-income middle and high school aged youth groups as a tool for raising the awareness of programs such as WIC, Food Stamps, and Summer Food Programs, and the down-side of eating fast foods. The project's MoneySense workshops will also continue to be provided, including modules on how to stretch the food dollar.

ELK GROVE UNIFIED SCHOOL DISTRICT, FOOD AND NUTRITION SERVICES*LIA—School/District Channel***Anne Gaffney, RD**8389 Gerber Road
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Local Share:**\$50,352****State Share:****\$25,176****Year First Funded:****FFY 2002***Secondary Contact:***Shannan Young**8389 Gerber Road
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Target Audience

- Ages: Grades 1-6; Adults
- Ethnicities: Asian (22%); African American (30%); Latino (25%); Native American (1%); Pacific Islander (4%); Caucasian (14%); Filipino (4%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School

Partners

14 partners from: Schools; School Food Service; 5 a Day Coalition; Vendors

Description

Elk Grove Unified School District has made nutrition education a priority for the past nine years through its participation in the Shaping Health As Partners in Education (SHAPE) program and its partnership in the *California Children's 5 a Day—Power Play! Campaign*. With the assistance of the *Network* funds this year they plan to reach 9,000 elementary students at eleven low-resource schools with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity.

Their program is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons provided to students through the classroom, cafeteria, and school-wide events. The Opera of Health theatrical production and Salad Sisters nutrition presentation are two school-wide events planned to reach students in a fun and entertaining format.

Research has demonstrated one of the most effective ways to reach students in the classroom is to educate teachers on ways to incorporate nutrition lessons into the core curriculum and to provide them with grade level appropriate lessons. In the fall of 2002, over 300 teachers attended a nutrition class on ways to creatively incorporate nutrition activities into the core curriculum. Teachers who attended the training received a stipend to conduct cooking and food preparation demonstrations in the classroom throughout the school year. In an effort to keep the nutrition lessons relevant, a Nutrition Education Review Committee comprised of a nutrition specialist, curriculum specialist, and certificated teachers are working together to align ready-made nutrition curriculums with the district's health and science benchmarks and standards.

GREATER ST. STEPHEN BAPTIST CHURCH HEALTH MINISTRY (EATING FOR LIFE)*Faith Community Outreach Special Project***Patricia Dawkins**

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Grant Amount:**\$87,500****Year First Funded:****FFY 2002**Target Audience

- Ages: All Ages
- Ethnicities: African American (100%)
- Language: English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization

Partners

4 partners from: Local Health Department; Parks and Recreation; Project LEAN; Local Department of Social Services; American Cancer Society

Description

Greater St. Stephen's Baptist Church (GSSBC) is a 501c(3) non-profit corporation, incorporated in February 1997. GSSBC has a membership roll of 600 members, and sees about 250 members on any given Sunday. GSSBC Health Ministry, "Eating for Life" targets African American adults and families to increase consumption of fruits and vegetables and daily physical activity. GSSBC will complete a community assessment, implement the American Cancer Society's Body & Soul program, and work with local grocers to increase availability of quality fruits and vegetables in the community. GSSBC "Eating For Life" organizes workshops, seminars and media presentations to disseminate information on eating 5 a day and being active for better health. The "HARVEST Today" quarterly newsletter includes articles, activity tips, and recipes to aid members in creating healthy meal plans. GSSBC's youth and women's ministries will participate in activities that empower them to improve their health and longevity of life. Collaborations are being formed with the Sacramento City Unified School District to educate students and parents on healthy and nutritious snacks in the after school meal program, summer food program and vacation bible school within the church. The "Eat For Life" program also works to increase services to the community through partnerships and the promotion of services by food assistance programs such as churches, community based organizations, WIC, and health centers.

HEALTH EDUCATION COUNCIL*5 a Day–Power Play! Campaign***Ramona Mosley**

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Grant Amount:

\$100,000

Year First Funded:

FFY 1998

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The Health Education Council acts as the Gold Country Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 82,000 impressions with the region's 41,200 low-income 9- to 11-year-old children. The Gold Country Region includes Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Tuolumne, and Yolo counties.

HEALTH EDUCATION COUNCIL*California Project LEAN Regional Lead Agency*

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Target Audience

- Ages: Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: English

Settings

Community Center; Clinic; School

Partners

45 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; WIC

Description

The Gold Country LEAN lead agency convenes a coalition of partners to address community issues related to nutrition and/or physical activity and facilitates and coordinates regional collaborative workgroups. The region provides technical expertise to the media in the region and assists in the coordination of activities for State-sponsored media campaigns such as National 5 A Day Week and Spring Into Health.

The region's Community-Based Social Marketing Project is to increase consumption of fruits and/or vegetables by one serving per day in WIC participants in outlying clinics and food banks in four communities. The campaign message is *Energize Nature's Way-Start Adding One More a Day*. Components include newsletters with recipes and nutrition tips, nutrition education classes related to fruit and vegetable consumption, posters and medical appointment cards carrying the message to be used by Child Health Disability Prevention (CHDP) providers. Educational newsletters are also being developed and distributed to these providers to reinforce the message.

Encina High School Health Academy students will be trained to become student advocates for a healthier school environment. The training will consist of lessons from Project LEAN's Jump Start Teens and Playing the Policy Game. These student advocates will conduct 1-2 activities per year, such as food demonstrations and producing newsletters to educate their peers about the importance of healthy eating and physical activity. The student advocates will also identify and promote adoption of positive physical activity and nutrition practices for the campus and/or district. In addition, they will promote nutrition and physical activity to fourth and fifth graders by hosting a Nutrition Olympics event as well as conducting *Power Play!* lessons and/or cooking demonstrations.

MONO COUNTY OFFICE OF EDUCATION*LIA—County Office of Education Channel*

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Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Latino (30%); Native American (10%); Caucasian (60%)
- Language: Spanish, English

Settings

School

Description

The first two years of the Mono County Office of Education, Nutrition Education and Garden Project were enthusiastically received at participating school and Healthy Start sites. The project promoted healthy eating choices and increased nutrition knowledge and awareness for low income students and their families through a garden-based curriculum. In LeeVining every student, K-12, was given an opportunity to plant, nurture, observe, harvest and taste what the garden had to offer. Students took nutritious vegetables, fruits and herbs and turned them into tasty lunches and snacks. There was active teacher participation in the project, in the form of collaborative teaching and planning, because the project provided multi-disciplinary curricula that supported academic standards and a program in which students had a positive experience in providing for their own healthy eating choices.

This year, the project will continue to expand the garden-based nutrition education at one school site and nutrition education at two other school sites, to reinforce the importance of eating 5 fruits and vegetables a day for the 175 students participating in the project. In LeeVining, the Nutrition Education and Garden Project Coordinator (NEGPC) will continue to collaborate with elementary, middle school and high school faculty, Healthy Start Program staff, the school cafeteria director, parents and community volunteers to expand the school garden, build a greenhouse, and provide nutrition lessons and activities in the classroom, garden, greenhouse, composting site and school kitchen. Students will harvest garden produce to prepare nutritious food for the school lunch program and for special school events. In Benton and Coleville, the NEGPC will outreach to Healthy Start Program staff and elementary school faculty to help expand nutrition education programs modeled on the LeeVining project.

PLACER COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES*LIA—Local Health Department Channel*

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Target Audience

- Ages: Grades 10-12; Young Adults; Adults
- Ethnicities: Latino (50%); Caucasian (50%)
- Language: English

Settings

School; Food Stamp Office

Description

The Placer County objectives for the year 2002-2003 encompass working with population groups eligible for Food Stamps that have been reached with in the two previous funding years. The groups targeted are: teens, food stamp recipients who receive their stamps in person in the office, and home visitation staff who provide social service support to food stamp eligible families. The activities provided for these groups include cooking demonstration, food tasting, recipe sharing, “ask the dietitian”, and informal discussion centered around displays on a variety of topics. Some of the topics are: food budgeting, cooking ideas, cost comparison of snack foods, and sugar content of various beverages.

Media advocacy objectives target readers of the local newspapers and the medical providers who see Medi-Cal eligible families. Staff produce press releases announcing nutrition education efforts for teen parents conducted in collaboration with Community Health staff. Newspaper articles will be written in collaboration with the Farmers’ Market manager and the Food Stamp Nutrition Education Program staff.

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT*LIA—School/District Channel*

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Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (22.1%); African American (21.8%); Latino (26.8%); Native American (1.6%); Pacific Islander (1.9%); Caucasian (23%); Other (2.8%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Mandarin, English, Laotian, Russian, Ukrainian

Settings

School

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension

Description

Sacramento City Unified School District (SCUSD) continues to build on the foundation built with last year's *Nutrition Network* funds. Main activities include the following:

1. Providing guidelines to principals, teachers and staff on materials in resource centers and how to incorporate these into curriculum,
2. Providing on request a training program for parents and staff,
3. Incorporating nutrition/cooking classes into adult ESL classes.
4. Providing support to policy development and systems and environmental changes that are taking place using LEAF grant funding.
5. Implementing a bulletin board outreach program two times a year in 30-60 schools.
6. Developing a nutrition education planning group to explore the possibility of an extensive on-line nutrition education survey of staff.
7. Support community, regional and statewide efforts by participating in coalitions, trainings, etc.

SACRAMENTO COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES—CLINIC SERVICES

LIA—Local Health Department Channel

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State Share: \$441,902
Year First Funded: FFY 1999

Target Audience

- Ages: All Ages
- Ethnicities: Asian (5%); African American (5%); Latino (30%); Native American (5%); Pacific Islander (2.5%); Caucasian (50%); Russian/Slavic (2.5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Mandarin, English, Russian and Slavic

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

14 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; Faith Based Organization

Description

This public health department agency is collaborating with seven community-based organizations to provide countywide nutrition education/physical activity promotion in Sacramento County. The project's acronym is HELP, "Healthy Eating Living Partnership" for their activities. The collaborative partners formed a community advisory committee two years ago, which is continuing to guide the project. In addition to the advisory committee, the project is participating in a 14 county collaborative, which is conducting research to identify the population's access to healthy foods within each county. Multiple channels are used to promote healthy lifestyle changes: healthy cooking classes, healthy lifestyle classes, health fairs, farmers' markets, grocery stores, project newsletter, multi-cultural newspapers, radio and public access television. This project has already reached 5,400 individuals in year one and plans to reach an additional 2,000 individuals in year two.

A cooking classroom was provided by Sacramento County with instructions provided through PowerPoint presentations and food demonstrations. The project is collaborating with another Sacramento County program, Be SMART (Behavioral Changes Self-Management and Risk Reduction Through Education) through cooking classes and healthy lifestyle classes, which focus on reducing chronic disease. Nutrition education activities are also held in ethnic churches, health clinics, transitional housing and community centers. Promotion of the project is facilitated by "Lunch-N-Learn" sessions and Train the Trainer sessions to clinic employees and community agencies that provide direct services to the target population. Evaluation measures include attendance records, class outlines, pre-and post-class tests, materials distribution records, and ongoing focus group and survey reports of participants.

SACRAMENTO COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES—WIC*LIA—Local Health Department Channel*

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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (18%); African American (22%); Latino (38%); Native American (1%); Caucasian (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, English, Mien, Romanian, Bosnian, Russian, Lao

Settings

Community Center; School; WIC clinics

Partners

8 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Community Center; Hunger Commission; HeadStart; Blue Cross; Healthnet

Description

This WIC agency serves over 20,000 low-income women, infants, and children (under five years of age) at four clinic sites throughout Sacramento County. A variety of ethnicities are targeted with this project, including: Caucasian, African-American, Latino, Vietnamese, Hmong, Mien, Romanian, and Russian participants with two sites utilized for interventions. Going into its third year with the *Network*, the overall goal remains the same—to promote healthy eating and physical activity among low-income families in Sacramento County. With the previous success of enhancing nutrition education through interactive classes, cooking demonstrations and taste-testing, hands-on physical activity classes, and individual self-learning modules, new topics are being developed: “Reading Food Labels,” “Making Healthy Lunches,” “Fats in our Foods,” “The Fruit and Vegetable Rainbow,” “Food Safety,” “Fiber,” and “Walk, Jog, and Run”. WIC staff is trained on all class topics. Trainings are evaluated by measuring changes in staff knowledge and comfort level with the topic. Class success is evaluated through participant surveys. Volunteers are also recruited to read books about nutrition to the children in the waiting room. Nutrition articles published in a bilingual Spanish magazine provide nutrition information to a population needing assistance in selecting healthy foods. WIC is collaborating with other programs to promoting healthy eating and physical activity by participating in community and regional coalitions, such as Gold County Project Lean, Sacramento County Hunger Commission, the HELP program, Sacramento Area Community Garden Coalition. WIC also sponsors and facilitates the Families CAN (Committed to Activity and Nutrition) Coalition, which promotes nutrition and physical activity to decrease the rate of childhood obesity. Activities planned include participating in community events, implementing the “Super Cupboard” Program to demonstrate cooking low-cost recipes, and organizing a “Walk to School Day” with an elementary school.

SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES (SJPHS)*LIA—Local Health Department Channel*

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Target Audience

- Ages: Grades 4-6; Young Adults; Adults
- Ethnicities: Asian (10%); African American (20%); Latino (35%); Pacific Islander (5%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Center; School

Partners

10 partners from: Schools; Parks and Recreation; University of California Cooperative Extension

Description

San Joaquin County Public Health Services continues to collaborate with the local Nutrition and Physical Activity Coalition to identify nutrition education services currently available to food stamp recipients and those from similar low-income households. The *Nutrition Network* Project works directly with the local Human Services department to deliver on-site nutrition education services. The work plan provides nutrition education services for people eligible for food stamps and other low-income residents and families, through the community centers, Food Emergency Bank, and the local Human Services department. Other nutrition education information is provided through a bi-annual newsletter distributed through agencies serving low-income clients. The project provides nutrition-based activities that include a seasonal topic on bulletin boards at community centers (English), and a low cost healthy food recipe (English and Spanish). Food Assistance information, such as the commodity program at the community centers, is provided to the residents at least once a month. Through the assistance of the community centers staff at each of the sites, copies of the nutrition and physical activity newsletters are distributed to the residents. Additionally, the Project develops semi-annual radio and print public service announcements on seasonal topics in English.

SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT*LIA—Local Health Department Channel*

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Target Audience

- Ages: PreKindergarten; Grades 6-8; Young Adults; Adults
- Ethnicities: Asian (10%); African American (24%); Latino (37%); Pacific Islander (2%); Caucasian (27%)
- Language: Spanish, English

Settings

Clinic; School; Farmers' Market; Community events/health fairs

Partners

8 partners from: Schools; Local Health Department; University of California Cooperative Extension; Black Infant Health; Melvin Thompson Center; Food Stamp Program; SolanoWORKs

Description

Solano County's *California Nutrition Network* project, Get Fit and Get Five A Day, employs the following strategies:

- Sharing the Get Fit and Get 5 a Day message through a county-wide social marketing campaign. Channels include newsletter articles, bulletin boards, fruit and vegetable recipe displays, 5 a Day calendars, newspaper articles, radio announcements and nutrition education classes.
- Conducting interactive classes with "hands-on" opportunities for clients to learn ways to eat more fruits and vegetables and ways to be more active. Other class topics include: shopping tours, food stamp education and container gardening. Clients receive a My Record of Success log to track their physical activity and consumption of fruits and vegetables. Promotional items are given to the class participants who bring back their completed My Record of Success log.
- Providing weekly get-togethers for peer support, preparation and consumption of healthy dishes which include fruits and vegetables for a low-income neighborhood walking club. Walking club members receive a My Record of Success log to track their physical activity and consumption of fruits and vegetables. Promotional items are given to members who bring back their completed My Record of Success logs.
- Participating in a wide variety of community-based health fairs, farmers markets and harvest festivals. Attendees at community events receive information about the importance of eating fruits and vegetables a day, being physically active and Food Stamp Program education.
- Conducting workshops for paraprofessionals so they will provide accurate information to clients about physical activity and the importance of eating 5 a Day.
- Training Emergency food site to find easy ways to add fruits and vegetables into food bags. Nutrition Services staff work with the Food Bank and Cooperative Extension to do these trainings.

STANISLAUS COUNTY HEALTH SERVICES AGENCY (HSA)*LIA—Local Health Department Channel*

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Target Audience

- Ages: PreKindergarten; Grades 1-6; Young Adults; Adults; Seniors
- Ethnicities: African American (5%); Latino (75%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization

Partners

30 partners from: Schools; School Food Service; University of California Cooperative Extension; physicians

Description

The Health Services Agency continues to collaborate with many different community partners in an effort to encourage more physical activity, better eating habits, and increased consumption of fruits and vegetables by the low-income residents of Stanislaus County. The program will continue to participate in "Coffee Hours" at Healthy Start and Head Start locations. At these "Coffee Hours" program staff, through food demonstrations and nutrition education, encourage the audience to eat better on a daily basis. The program staff continue to provide community presentations at sites such as: churches, health fairs, farmers' markets, community organization, after school programs, low resource schools, senior health center, and swap meets. Presentations will also include information on and the promotion of nutrition assistance programs available to Stanislaus County residents. One to two local schools, located in low-income areas, will be targeted to conduct an annual activity such as a cafeteria campaign or garden project. The Health Services Agency will also continue to facilitate the local Nutrition and Fitness Council to enhance nutrition education in the community and in the participating agencies.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, PLACER COUNTY, BUILDING PARTNERSHIPS TO ADDRESS COMMUNITY FOOD SECURITY AND SYSTEM NEEDS

Food Security Special Project

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Grant Amount:

\$35,000

Year First Funded:

FFY 2000

Target Audience

- Ages: All Ages
- Ethnicities: Asian (3.9%); African American (1.1%); Latino (9.79%); Native American (1.9%); Caucasian (83.4%)
- Language: Spanish, English

Settings

School; Farmers' Market; Community Groups

Partners

25 partners from: Schools; School Food Service; Local Health Department; College/University; University of California Cooperative Extension; Local Department of Social Services; Faith Community; CBO's

Description

This third-year food security project has five major goals including:

- Maintaining the Placer County Food Policy Council
- Promoting and gaining community support for food security issues in Placer County
- Increasing community awareness of Placer County food security resources and programs
- Increasing low-income school children's knowledge and awareness of the importance of healthy nutrition
- Improving food access through greater self-sufficiency

Key objectives and activities include maintaining the participation of at least fifteen individuals and ten agencies on the Food Policy Council; developing and implementing strategies to publicize the Placer County Food Security Plan; promoting and publicizing existing food access and nutritional resources and programs that serve low-income consumers through a community resources directory; development of an interactive food security display for presentation at free public events.

In addition, the project is engaged in increasing the nutrition knowledge of at least 50 percent of the students at a targeted low-resource school in the county; and, the training of at least forty low-income preschool parents on how to grow fruits and vegetables and how to prepare meals through a series of workshops and presentations using available community garden space and the resources of the Master Gardeners Program.

The project is also aimed at providing classes for at least ten Early Childhood Educators and at least one-hundred low-income preschool students that will increase their knowledge of nutrition and the importance of the consumption of eating locally grown fresh fruits and vegetables.

UNIVERSITY OF CALIFORNIA, DAVIS, DEPARTMENT OF EPIDEMIOLOGY AND PREVENTIVE MEDICINE

LIA—College/University Channel

Vicky Mohan	Local Share:	\$257,772
Dept. of Epidemiology & Preventive Medicine	State Share:	\$128,886
University of California, Davis	Year First Funded:	FFY 2000
1 Shields Ave., TB-168		
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Target Audience

- Ages: Adults
- Ethnicities: Asian (30%); Latino (30%); Caucasian (40%)
- Language: English

Settings

Grocery Store

Partners

Local Department of Social Services; Grocery stores; Calif Grocers Assn.

Description

The UC Davis LIA Project will work to combine nutrition education and food stamp outreach in a grocery store setting. The project goals are: (1) to promote fruit and vegetable consumption among food stamp recipients and (2) to increase enrollment among working families in the Food Stamp Program. Working families that are receiving or eligible for food stamps will be reached in 1-3 grocery stores that serve customers in zip codes with 50 percent or more of the families earning less than or equal to 185 percent of the federal poverty level.

Staff will coordinate with the *California 5 a Day Retail Campaign* by using their nutrition education materials and develop new food stamp outreach materials using the same “look and feel” as 5 a Day materials. Materials will be placed in at least one grocery store, changing with the seasons in keeping with the 5 a Day schedule. If feasible, staff will implement additional outreach strategies such as stationing a food stamp outreach worker in a store. The project will be evaluated by collecting and analyzing grocery store sales data from intervention and comparison stores. Staff will track food stamp enrollment in cooperation with the local Department of Social Services.

YOLO COUNTY HEALTH DEPARTMENT*LIA—Local Health Department Channel*

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Local Share: \$229,430
State Share: \$114,714
Year First Funded: FFY 2001

Target Audience

- Ages: PreKindergarten; Grades 1-4, 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (4.05%); African American (2.1%); Latino (19.9%); Native American (0.9%); Pacific Islander (4.05%); Caucasian (68.6%); not defined (0.2%)
- Language: Spanish, English, Russian

Settings

Community Center; Clinic; School; Farmers' Market; Faith Organization

Partners

3 partners from: Schools; Local Health Department; Project LEAN

Description

The Yolo County *Nutrition Network* project has set the following goals for 2003-2004:

- Conducting follow-up focus groups to those accomplished in 2001-2002 to assess the nutrition knowledge/motivation of low-income Yolo Co. residents and to determine the effectiveness of nutrition education and physical activity promotion messages.
- Enhancing and enriching nutrition education focusing on the 5 a Day message provided to elementary age students in the Woodland Joint Unified School District through classroom presentations, quarterly newsletters to Parent Teacher Associations and nutrition education messages added to monthly school lunch menus.
- Continuing community cooking classes and the publishing volume 2 of a cookbook for participants.
- Establishing a nutrition advisory council to explore, promote, and evaluate the knowledge base of low-income residents regarding nutrition education and physical activity promotion and access to food assistance programs.
- Convening an evaluation planning group to develop tools to assess the improvements in knowledge, attitude, behavior and awareness of the target population re: nutrition, diet, and healthy lifestyle options.
- Providing community outreach via guest speaking for community organizations and participation at community health fairs and events
- Actively participating in the Gold Country Collaborative Project in conjunction with the Project LEAN coalition.